

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Waterfront Strategies/ POL
1010 Wisconsin Ave Ste 800
Washington, DC 20007

<u>Contract / Revision</u> 703773 /		<u>Alt Order #</u> 06259221
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 08/01/12 - 08/07/12	<u>Estimate #</u> 1542	
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 07/31/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	08/02/12	08/07/12	NBC Today 7-9A	7-9A		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/12	08/07/12	MT-TF--				2	\$900.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSDK	08/01/12-08/07/12	NBC Today 7-9A	7-9A	MTu- ThF----	:30		\$900.00	0.00	NM		
	See MG 1.3,1.4												
	3	KSDK	08/01/12-08/01/12	NBC Today 7-9A	7-9A	---W-----	:30		\$900.00	0.00	NM		
	Ⓜ MG for 2.2,1.2												
	4	KSDK	08/01/12-08/01/12	Olympics Weekday DT	Olympics Weekday	---W-----	:30		\$1,200.00	0.00	NM		
	Ⓜ MG for 2.2,1.2												
N 2	KSDK	08/02/12	08/07/12	Olympics Weekday DT	Olympics Weekday		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/12	08/07/12	MT-TF--				2	\$1,200.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KSDK	08/01/12-08/07/12	Olympics Weekday DT	Olympics Weekday	MTu- ThF----	:30		\$1,200.00	0.00	NM		
	See MG 1.3,1.4												
N 3	KSDK	08/02/12	08/07/12	Olympics Primetime	Olympics Primetime		:30				NM	3	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/12	08/07/12	MT-TF--				3	\$7,500.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KSDK	08/01/12-08/07/12	Olympics Primetime	Olympics Primetime	MTu- ThF----	:30		\$7,500.00	0.00	NM		
	See MG 3.4												
	4	KSDK	08/06/12-08/06/12	Olympics Primetime	Olympics Primetime	M-----	:30		\$7,500.00	0.00	NM		
	Ⓜ MG for 3.3 08/07												
D 4	KSDK	08/01/12	08/07/12	Olympics Late News	Various		:30				NM	0	\$0.00
N 5	KSDK	08/05/12	08/05/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$2,250.00	0.00			
N 6	KSDK	08/04/12	08/04/12	Sat 6-7A	6-7A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$450.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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Contract / Revision	Alt Order #
703773 /	06259221

Contract Dates	Product	Estimate #
08/01/12 - 08/07/12	SENATE MAJORITY PAC	1542

Advertiser	Original Date / Revision
Senate Majority PAC	07/31/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	KSDK	08/04/12	08/04/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$800.00	0.00			
N 8	KSDK	08/02/12	08/07/12	Olympics Zone	Olympics Zone		:30				NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/12	08/07/12	MT-TF--				1	\$3,400.00	0.00			
N 9	KSDK	08/05/12	08/05/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$900.00	0.00			
N 10	KSDK	08/02/12	08/07/12	Olympics Late News	Various		:30				NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---TFSS				1	\$3,500.00	0.00			
Week:		08/06/12	08/12/12	MT-----				1	\$3,500.00	0.00			
Totals											0.00	14	\$41,500.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/07/12	14	\$41,500.00	\$35,275.00
Totals	14	\$41,500.00	\$35,275.00

Signature: _____ **Date:** _____

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